



## Smart TVs are watching us now



A woman walking by Panasonic Smart TVs. Photo: Adam Berry/Getty Images

"How Smart TVs in Millions of U.S. Homes Track More Than What's on Tonight," by N.Y. Times' Sapna Maheshwari: "[D]ata companies have harnessed new technology to immediately identify what people are watching on internet-connected TVs, then using that information to send targeted advertisements to other devices in their homes."

**Why it matters:** "Samba TV[, one of those data companies,] has even offered advertisers the ability to base their targeting on whether people watch conservative or liberal media outlets and which party's presidential debate[s] they watched."

- **"Samba TV** has struck deals with roughly a dozen TV brands — including Sony, Sharp, TCL and Philips — to place its software on certain sets."



...recognizing onscreen content.' But the screen, which contains the enable button, does not

detail how much information Samba TV collects to make those recommendations."

- "**Samba TV** ... said at the end of 2016 that more than 90 percent of people opted in."
- "**Once enabled**, Samba TV can track nearly everything that appears on the TV on a second-by-second basis, essentially reading pixels to identify network shows and ads, as well as programs on Netflix and HBO and even video games played on the TV."

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